F01

CBA: the calls kept coming

SCAN CASE

The Finance Sector Union said CBA reversed plans to remove 45 customer-service roles. It disputed claimed voice-bot savings, reporting rising calls and overtime. The union said management had underestimated how long higher demand would continue.

August 2025

C01

They measured activity instead of whether the service worked.

X01

Procurement forgot to ask.

PERSON 1

1

Deep blue / R-P1-1

50 mm: measure before cutting

CauseCraft

ABSURD CAUSES

X01

X01

CauseCraft

SERIOUS CAUSES

C01

C01

CauseCraft

FAILURES

CBA: the calls kept coming

PAIR SCAN

F01

number-cards.
industrial-linguistics.com

50 mm: measure before cutting